



PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017 TELEPHONE (212) 880-5000

April 29, 1986

Mr. Rudi Schiffer
Vice President-Marketing & Public Relations
Memphis Showboats, Ltd.
3867 New Getwell Road
Memphis, TN 38118

Dear Rudi:

I have your letter, which arrived April 25, discussing sponsorship possibilities with SHOWBOATS.

Thought you should know that you contacted the right man when you directed your March 27 letter to Vin Weiner.

Best regards.

Sincerely,

James L. Thompson, Jr.
Vice President - Media

mcf:

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